

**6-10-2016**

**Attendees:**

Andrew Patton; Susan Jepson, Sandy Nolfi, Bob Bradford, Marcia Griesdorf, Mary Sarris and Ed OSullivan

**PARTNERSHIP COMMITTEE GOALS AND OBJECTIVES 2015 - 2017**

**GOAL 4: THE NORTH SHORE WIB WILL INCREASE, STRENGTHEN AND STRATEGICALLY ALIGN RELATIONSHIPS WITH FEDERAL, STATE AND LOCAL PARTNERS/STAKEHOLDERS.**

MAJOR THEMES

1. CREATE MARKETING AND SOCIAL MEDIA PLANS
2. IMPLEMENT SOCIAL MEDIA PLAN
3. IMPLEMENT OVERALL PUBLIC AWARENESS CAMPAIGNS WITH VARIOUS IDENTIFIED CONSTITUENCIES
4. PUBLICIZE ACCESS POINT
5. RESEARCH AND PUBLICIZE REPORTS ON SPECIAL WORKFORCE POPULATIONS INCLUDING IMMIGRANTS AND OLDER WORKERS
6. WORK WITH ECONOMIC DEVELOPMENT PARTNERS

**Objective #1:** To educate and increase public understanding of the benefits of the NSWIB and increase interest and desire of stakeholders to partner with and support the work of the NSWIB.

| Activity:  | Timeframe: | Benchmarks/Indicators of Success   | Notes |
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| Create a marketing and social media plan, including mini-strategies for critical and emerging industries | 2015       | Identify Audience(s) and incorporate into marketing plan and social media plan |       |

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|   | 2015        | Update marketing plan, including overall and mine- marketing strategies  |   |
|   | 2016 - 2017 | Carry out plan   |   |
| <p>Greatly increase Social Media Presence – Twitter/ Facebook and others</p> <p>- Establish LinkedIn Page for the NSWIB and link with efforts of the North Shore Career Center and other Workforce Development related group</p> <p>Publish LMI in user friendly formats, focusing primarily on technology.</p> | 2015 - 2016 | <p>Increase twitter followers to 300. Consistently, have content distributed via Twitter – i.e. events, data, stories</p> <p>Established LinkedIn Page with at least one group formed to provide forum for discussion of Workforce Development on North Shore</p> <p>Blue Print Brief Published 1/15</p> <p>Updated to data in November 2015, 2016</p> <p>Begin publishing weekly ‘factoid’ (name TBD) that will cover workforce development data and points of interest. Twitter, Facebook, LinkedIn will be distribution points.</p> | <p>Currently at 215 Twitter followers – heading toward 300.</p> <p>We have developed a Linked In Page and this should have a group created within the next several months...several members have already ‘liked’ the page.</p> <p>Youth Blueprint and Poster on website and distributed locally – also Youth-specific newsletter sent out this month with all youth publications linked.</p> <p>We have looked a job growth across cities and towns through 2015 – may become a Data Spot or small report – we need to put on website</p> <p>Six Data Spots released – a schedule for the next several months reviewed. We need to link these with our other social media outlets</p> |

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| <p>Implement public awareness strategies as identified in the Plan about Blueprint and other related publications, including constituencies such as gateway cities, media, schools and colleges (including parents), non-profit partners, industry organizations, companies in critical/emerging industries</p> <p>Regular communication with elected leaders</p> | <p>2015 – 2016</p> <p>2015 and 2017</p> | <p>All constituencies have been communicated with and receiving relevant information for their interests and concerns</p> <p>Bi-Annual report to the legislature and other local elected leaders</p> <p>Increased attendance at WIB committee and full board meetings</p> | <p>Continued opportunities to speak about our LMI publications. Working to speak with the Superintendents Group this fall/winter.</p> <p>Sent out Bi-Annual Report to legislature. Finalizing a MOA with all NSWIB cities and towns on WIOA activity with only two towns remaining. Discussed strategy around these two remaining towns.</p> <p>Last WIB meeting had reps from Moulton, McGee, Tucker, and Lovely – continued work will take place.</p> |
| <p>Identify and Market Access Points (8 to 12) within the region to help support customer</p>   | <p>2015</p>                             | <p>Establishment and distribution to partners of location and hours of operation etc.</p> <p>Regular review of services provided at access points, including numbers of people served, etc.</p>   | <p>Starting in Fy17 we will begin tracking all services in Access points relative to goals set for each access point.</p>   |
| <p>Support Board Membership Development</p>   | <p>2015</p>                             | <p>1 New Board Members each year – 4 new sub-committee members per year</p>   | <p>WE discussed new goals for Fy 2017 that correspond to our Strategic Plan-</p>  |

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|  |                     |  | <ul style="list-style-type: none"> <li>• Support Board Member Development</li> <li>• Public Awareness Campaign about critical demographics, including immigrants and mature workers</li> <li>• Communication with Economic Development Partners</li> </ul>   |
| Continued learning by WIB/Career Center staff on company workforce needs   | 2015 - 2017         | Company visits and interviews to refresh industry viewpoint and needs  | Career Center/WIB/Partner staff involved in a Customer Centered Design project to make employers at the center of our work (demand driven). Took part in Learning Exchange at the White House on Feb. 16 <sup>th</sup> . Press release was sent out and articles in Lynn Item. Excellent way to learn about other areas and challenges within the workforce system |
| Public awareness campaign about critical demographic groups, including skill and ability of immigrants and older workers | 2015 - 2016         | Published reports on website   |  |
| Communicate with economic development partners to help coordinate workforce development with general business growth     | 2015<br>2015 - 2017 | Economic Snapshot Published in November 2014.<br>Continued involvement on North Shore Alliance for Economic Development board and attend meetings. | Working with the NS Alliance on two events – winter and spring – around these topics – e.g., the Future of Work. Regional Planning also includes work with the Greater Lowell WIB and Merrimack Valley WIB. Have   |

hired an intern from Salem State U. to help with the collection of data etc. Committee reviewed survey questions and discussed it going out. Will go out to Board Members and sub-committee members on the 11<sup>th</sup> of April